

webcast^{••}metrics

TOP 20 RANKER

August 2016

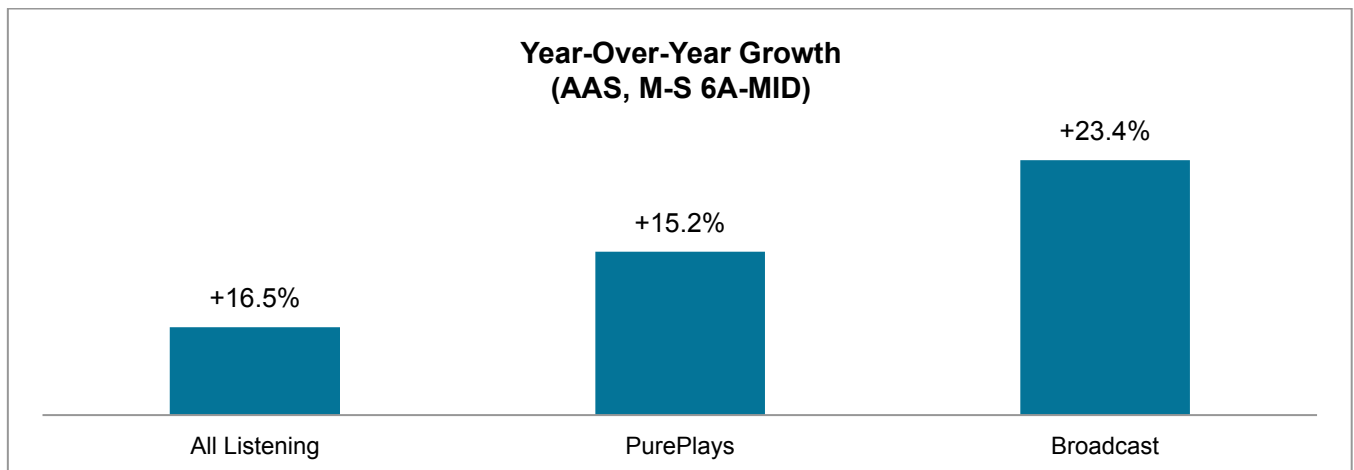
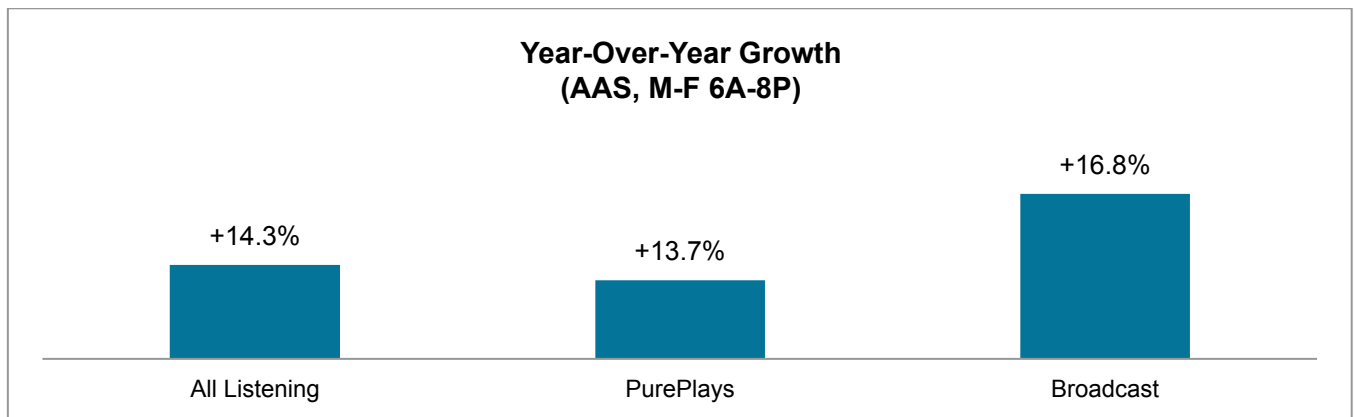
AUGUST 2016: DIGITAL AUDIO INSIGHTS & TRENDS

Total Listening in August 2016

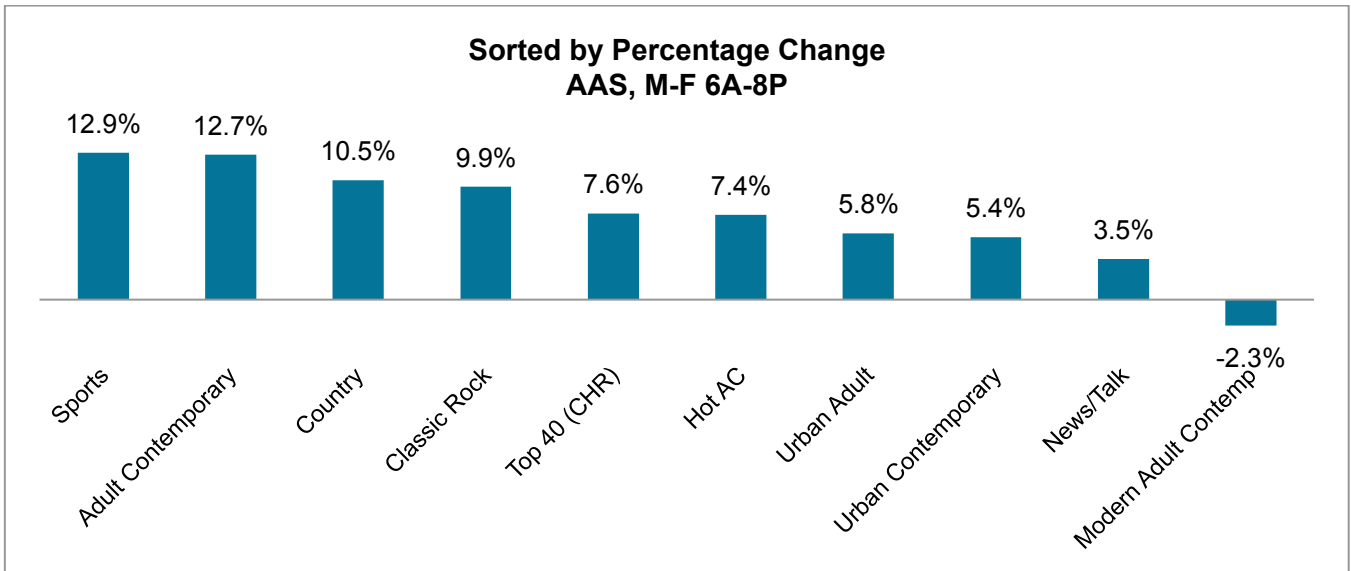
All measured clients within the Domestic U.S. reported a total of **4,704,765** Average Active Sessions (AAS) during the Monday-Friday 6:00AM-8:00PM daypart, and **3,978,804** AAS during the Monday-Sunday 6:00AM-Midnight daypart.

Year-Over-Year Listening (August 2016 vs. August 2015)

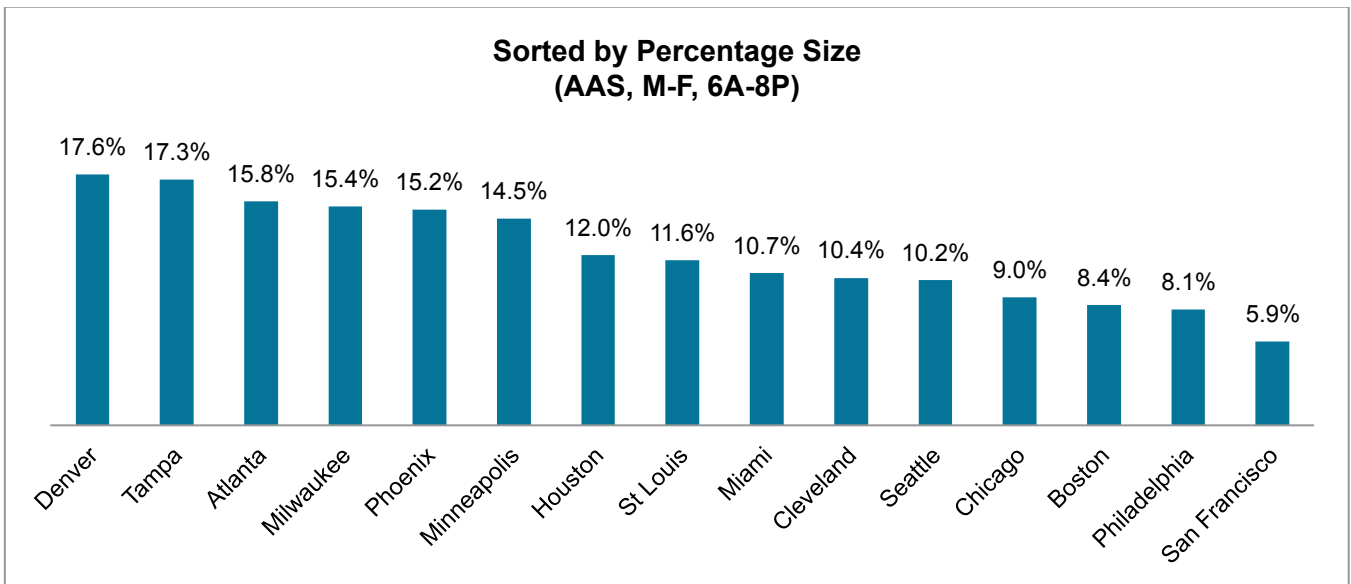
Overall streaming has seen steady growth when compared to August 2015. Both Pureplays and AM/FM Broadcasters showed positive growth during the Monday-Friday 6:00AM-8:00PM daypart and the Monday-Sunday 6:00AM-Midnight daypart.



Top 10 Formats (August 2016 vs. July 2016)

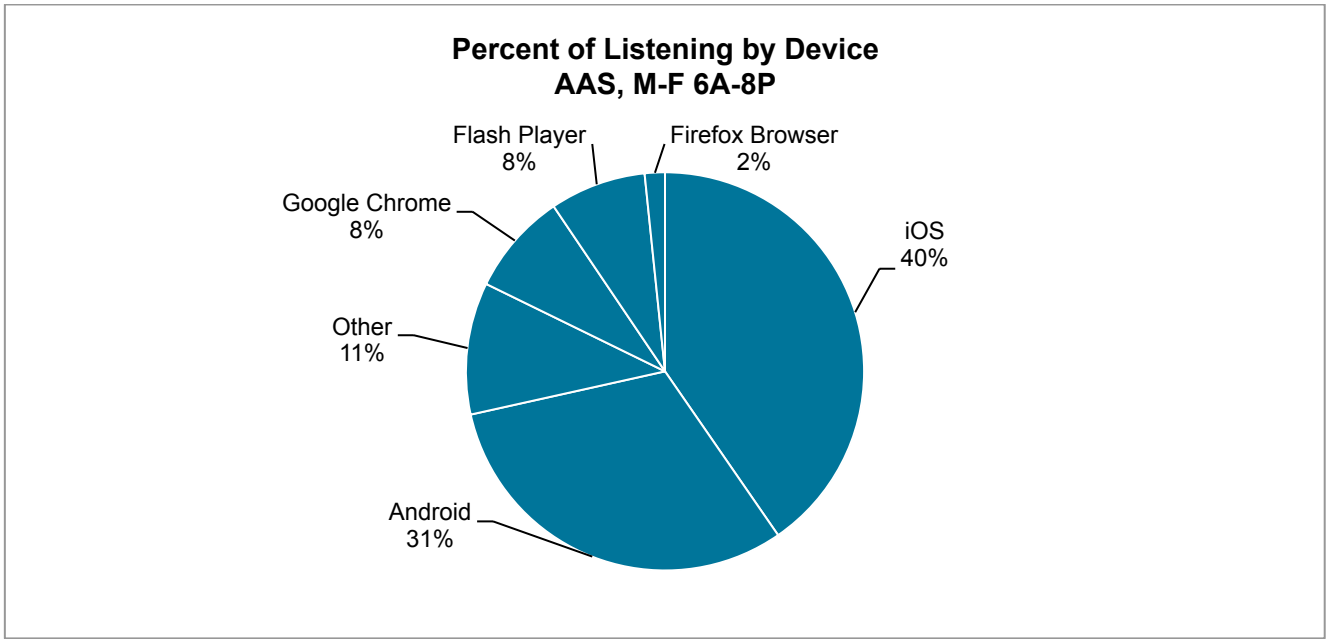


Top 15 Markets (August 2016 vs. July 2016)



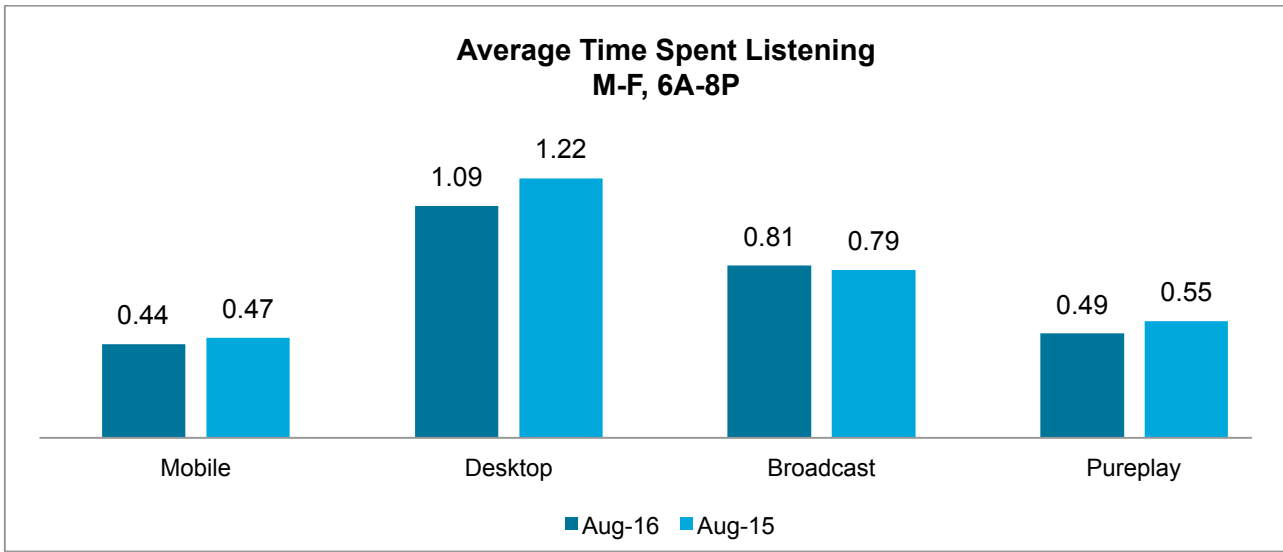
Top Devices in August 2016

40% of listening took place on an iOS device, followed by Android at 31%, Google Chrome at 8% and Flash Player at 8%.



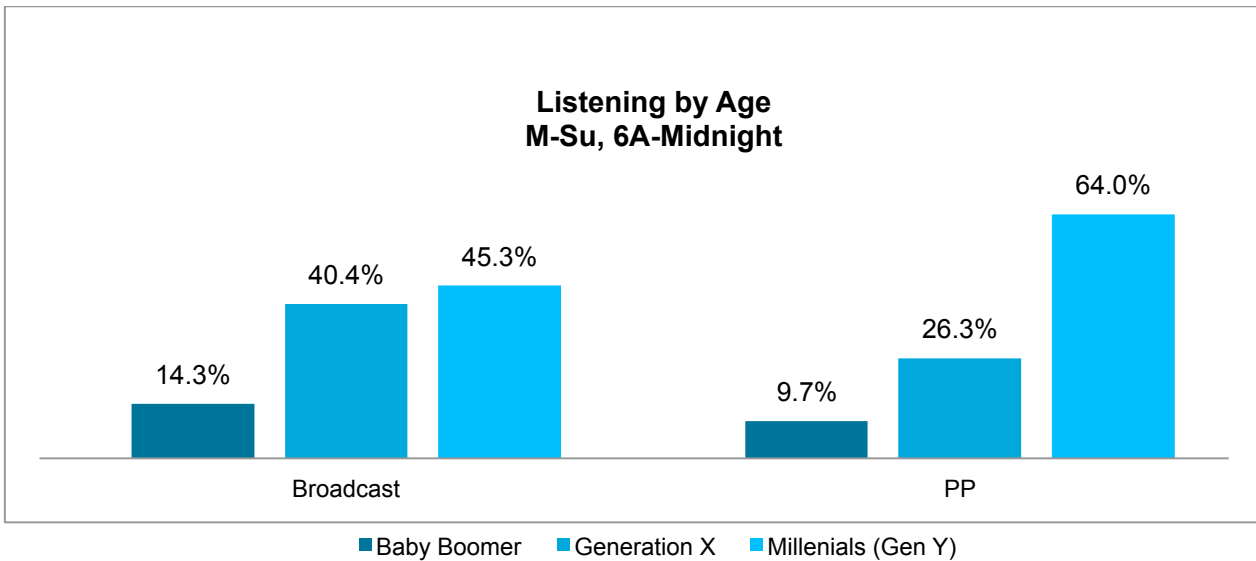
**The category 'Other' consists of devices, types and browsers that are less than 2% of total audio consumption and audio consumption that cannot be classified*

Average Time Spent Listening for August 2016 vs. August 2015



ATSL = The average number of hours for each session with a duration of at least one minute in total and any duration within the reported time period.

Broadcast and Pureplay Listening by Age for August 2016



Digital Audio Trends and Insights represent all clients measured by Triton.

AUGUST DIGITAL AUDIO TOP 20 RANKER

Triton Digital has released its monthly digital audio Top 20 Ranker for August 2016. The Ranker is a listing of the top-performing digital audio stations and networks measured by the Webcast Metrics® audience measurement platform.

Webcast Metrics® uses a proprietary platform to track audience data and convert it to audience metrics that can be easily understood by stations, publishers and advertisers. Audience rankings are done on the basis of “Average Active Sessions”, with “Session Starts” and “Average Time Spent Listening” also displayed. Average Active Sessions (AAS) is defined as “Total Listening Hours (TLH) divided by hours in the reported time period.” TLH is defined as the total number of hours that the station/publisher has streamed during sessions with duration of at least one minute in total within the reported time period. Session Starts (SS) is defined as “the number of different requests for streams (i.e., stream requests) with a duration of at least one minute in total within the reported time period.” Average Time Spent Listening (ATSL) is defined as “the average number of hours for each session with a duration of at least one minute in total within the reported time period. Calculated as total time spent listening divided by active sessions.”

Rankers are divided into “Domestic” and “All Streams.” The “Domestic” Ranker quantifies listening done inside the U.S. based on log-based information provided by the station, this report is not MRC accredited. The “All Streams” Ranker merely verifies the quantity of streams without qualifying where they are being consumed, and is MRC accredited.

For more information on measurement collection and limitations, please view the Triton Description of Methodology available at: www.TritonDigital.com/Media/Default/Rankers/Triton-Digital-Methodology.pdf

If you have any further questions, please contact: Measurement@TritonDigital.com

See August rankings below:

AUGUST DOMESTIC RANKER (based on AAS)

DAYPART 6:00am to 8:00pm, Monday through Friday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	iHeartMedia Network ¹	1,091,112	456,285,647	0.75
1	Pandora Corporate	2,420,042	1,328,162,861	0.58
2	Spotify Corporate	1,383,089	1,152,430,124	0.38
3	iHeartRadio	417,073	189,985,147	0.69
4	Cumulus Streaming Network	58,703	23,211,771	0.79
5	NPR Member Stations ²	52,482	21,190,306	0.76
6	CBS Radio Inc.	48,423	18,391,986	0.82
7	Entercom Communications Corp.	22,554	10,143,617	0.71
8	Univision	22,220	12,430,703	0.57
9	ESPN Radio Corporate	21,644	9,117,164	0.75
10	EMF Corporate	21,076	4,578,992	1.44
11	AccuRadio	16,059	2,668,311	1.89
12	Townsquare Media	13,621	2,964,694	1.44
13	Greater Media Corporate	13,415	4,998,040	0.85
14	Salem Communications	12,387	4,827,126	0.80
15	Hubbard Broadcasting	11,200	2,799,291	1.24
16	Radio One	10,455	4,338,113	0.76
17	Emmis Communications	10,358	4,509,704	0.72
18	New York Public Radio	9,386	3,049,065	0.93
19	Bonneville Corporate	7,955	2,970,814	0.84
20	Beasley Broadcasting Corporate	6,269	2,142,992	0.92

Average Active Sessions (AAS): Total Listening Hours (TLH) divided by hours in the reported time period. TLH is defined as the total number of hours that the station/publisher has streamed during sessions with a duration of at least one minute in total within the reported time period.

Session Starts (SS): The number of different requests for streams (i.e., stream requests) with a duration of at least one minute in total within the reported time period.

Average Time Spent Listening (ATSL): The average number of hours for each session with a duration of at least one minute in total within the reported time period. Calculated as total time spent listening divided by active sessions.

Total Listening Hours (TLH): Total number of hours that the station/publisher has streamed during sessions with a duration of at least one minute in total and any duration within the reported time period.

Active Sessions (AS): Number of sessions that were active, with a duration of at least one minute in total and any duration within the reported time period.

Note: Ranker data only includes clients that participate for the full month for which the ranker is being released

1 iHeartMedia Network includes all iHeartMedia owned streams and the streams related to network affiliations

2 Publisher experienced minor and varied data issues through the period

In accordance with the Media Rating Council's Invalid Traffic Guidelines, the Triton Streaming Audio Ranker discloses gross received traffic versus net measured traffic. This is represented in Total Listening Hours (TLH) and Active Sessions (AS). The difference between gross received traffic and net measured traffic represents traffic that is excluded from processing as part of the measurement process, as noted below:

Gross Total Listening Hours: 1,474,483,769

Net Total Listening Hours: 1,474,248,313

Gross Active Sessions: 2,848,738,932

Net Active Sessions: 2,848,437,717

% Filtered Total Listening Hours: 99.98%

% Filtered Active Sessions: 99.99%

AUGUST ALL STREAMS RANKER (based on AAS)

DAYPART 6:00am to 8:00pm, Monday through Friday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	iHeartMedia Network ¹	1,106,869	463,413,755	0.75
1	iHeartRadio	421,730	192,351,204	0.69
2	Prisa Radio	96,860	34,093,332	0.87
3	Cumulus Streaming Network	60,335	23,732,314	0.80
4	NPR Member Stations ²	58,111	23,226,857	0.77
5	CBS Radio Inc.	48,856	18,555,203	0.82
6	AccuRadio	26,421	4,832,663	1.66
7	Univision	23,635	13,076,124	0.58
8	Entercom Communications Corp.	23,070	10,372,404	0.71
9	ESPN Radio Corporate	22,466	9,486,041	0.75
10	EMF Corporate	22,454	5,038,857	1.39
11	Karnaval.com	16,910	10,073,528	0.50
12	Townsquare Media	14,399	3,178,003	1.41
13	Greater Media Corporate	13,959	5,201,380	0.85
14	Sky Radio B.V.	13,210	1,941,872	1.66
15	Salem Communications	12,592	4,897,136	0.80
16	Hubbard Broadcasting	11,325	2,865,844	1.23
17	Radio One	10,529	4,368,776	0.76
18	Emmis Communications	10,431	4,549,702	0.72
19	New York Public Radio	10,200	3,349,000	0.92
20	Bonneville Corporate	8,074	3,020,339	0.84

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² Publisher experienced minor and varied data issues through the period

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Gross Total Listening Hours: 298,330,060

Net Total Listening Hours: 298,032,748

Gross Active Sessions: 390,199,318

Net Active Sessions: 389,836,400

% Filtered Total Listening Hours: 99.90%

% Filtered Active Sessions: 99.91%



AUGUST DOMESTIC RANKER (based on AAS)

DAYPART 6:00am to 12:00am, Monday through Sunday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	iHeartMedia Network ¹	751,633	564,045,618	0.73
1	Pandora Corporate	2,063,467	2,004,651,325	0.57
2	Spotify Corporate	1,259,078	1,827,030,788	0.38
3	iHeartRadio	311,534	256,993,643	0.66
4	NPR Member Stations ²	40,459	28,446,131	0.76
5	Cumulus Streaming Network	39,420	27,119,933	0.79
6	CBS Radio Inc.	33,631	22,265,902	0.82
7	Univision	15,445	14,733,580	0.58
8	Entercom Communications Corp.	15,148	11,585,100	0.72
9	EMF Corporate	14,457	5,960,261	1.32
10	ESPN Radio Corporate	14,281	10,101,258	0.78
11	AccuRadio	10,837	3,199,564	1.84
12	Townsquare Media	8,921	3,425,059	1.41
13	Greater Media Corporate	8,839	5,800,369	0.83
14	Salem Communications	8,426	5,678,690	0.80
15	Emmis Communications	7,280	5,768,810	0.69
16	Hubbard Broadcasting	7,277	3,188,518	1.23
17	New York Public Radio	7,135	3,972,659	0.95
18	Radio One	6,899	5,149,546	0.73
19	Bonneville Corporate	5,405	3,484,592	0.85
20	Beasley Broadcasting Corporate	4,215	2,571,338	0.89

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Gross Total Listening Hours: 2,166,605,525

Net Total Listening Hours: 2,166,241,876

Gross Active Sessions: 4,299,587,682

Net Active Sessions: 4,299,111,290

% Filtered Total Listening Hours: 99.98%

% Filtered Active Sessions: 99.99%

AUGUST ALL STREAMS RANKER (based on AAS)

DAYPART 6:00am to 12:00am, Monday through Sunday

	Station	Average Active Sessions	Session Starts	Average Time Spent Listening
	iHeartMedia Network ¹	764,518	574,296,536	0.73
1	iHeartRadio	315,874	260,798,503	0.66
2	Prisa Radio	68,255	43,526,286	0.83
3	NPR Member Stations ²	45,512	31,653,317	0.77
4	Cumulus Streaming Network	40,808	27,875,138	0.80
5	CBS Radio Inc.	34,011	22,514,570	0.82
6	AccuRadio	19,360	6,400,044	1.60
7	Univision	16,372	15,431,760	0.59
8	EMF Corporate	15,601	6,666,065	1.27
9	Entercom Communications Corp.	15,566	11,899,450	0.72
10	ESPN Radio Corporate	14,899	10,575,603	0.77
11	Karnaval.com	13,124	14,192,514	0.48
12	Sky Radio B.V.	10,134	2,729,261	1.63
13	Townsquare Media	9,528	3,728,914	1.38
14	Greater Media Corporate	9,267	6,084,169	0.83
15	Salem Communications	8,603	5,779,738	0.80
16	New York Public Radio	7,856	4,426,530	0.94
17	Hubbard Broadcasting	7,391	3,293,777	1.21
18	Emmis Communications	7,346	5,831,333	0.69
19	Radio One	6,960	5,195,562	0.73
20	Bonneville Corporate	5,493	3,549,245	0.85

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Gross Total Listening Hours: 375,409,945

Net Total Listening Hours: 374,954,640

Gross Active Sessions: 507,807,908

Net Active Sessions: 507,233,015

% Filtered Total Listening Hours: 99.88%

% Filtered Active Sessions: 99.89%

